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NEWS RELEASE

MasterCraft Announces Plans to Introduce Certified Pre-Owned Program in Early 2027

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New Manufacturer-Backed Initiative Reinforces MasterCraft's Commitment to Industry Leadership and Elevating the Ownership Experience

VONORE, Tenn.--(BUSINESS WIRE)-- MasterCraft Boat Company, a subsidiary of MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT), a leader in premium performance towboats and the best-selling towboat brand, today announced plans to introduce its MasterCraft Certified Pre-Owned (CPO) Program in early 2027, bringing a new level of manufacturer-backed confidence and support to the pre-owned towboat market.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261123254586/en/

MasterCraft plans to introduce its Certified Pre-Owned Program in early 2027. The program will extend the brand's quality standards and customer care to qualifying pre-owned boats sold through authorized dealers.

The initiative represents a significant step forward in MasterCraft's commitment to the entire ownership journey. By extending the brand's established standards of quality and customer care beyond the original purchase, MasterCraft aims to redefine expectations for the pre-owned boat-buying experience while creating new opportunities for customers to enter the MasterCraft family.

"At MasterCraft, our commitment to our customers doesn't end with the first sale," said Jim Brown, President of MasterCraft. "We've spent decades setting the standard for quality, performance and innovation on the water. Now, we're taking that same leadership mindset into the pre-owned market, creating a more confident path to MasterCraft ownership and reinforcing the long-term value of our brand."

The planned program will establish a manufacturer-backed certification framework for qualifying pre-owned MasterCraft boats through a network of authorized dealerships. It is designed to provide customers with greater peace of mind while supporting participating dealers with a differentiated approach to the pre-owned market.

Once the program launches, the Certified Pre-Owned boats will be listed on the recently launched MasterCraft Trader platform, where consumers can browse new and pre-owned inventory from dealers worldwide by model, model year, colorways, features, and options.

The announcement reflects MasterCraft's continued focus on innovation beyond the boat itself, expanding the brand's role throughout the customer ownership lifecycle and strengthening relationships with both existing and future owners.

The MasterCraft Certified Pre-Owned Program is expected to begin rolling out during the 2027 boat show season. Additional program details and participating dealership information will be announced closer to launch.

For more information on MasterCraft, please visit www.MasterCraft.com and follow along on Instagram, YouTube, X, and Facebook.

About MasterCraft:

MasterCraft is a world-renowned innovator, designer, manufacturer, and marketer of premium performance sport boats. Founded in 1968, MasterCraft has cultivated its iconic brand image through a rich history of industry-leading innovation, and more than five decades after the original MasterCraft made its debut, the company's goal remains the same - to continue building the world's best ski, wakeboard, wake surf, and luxury performance powerboats.

About MasterCraft Boat Holdings, Inc.:

Headquartered in Vonore, TN, MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT) is a leading innovator, designer, manufacturer and marketer of recreational powerboats through its five brands, MasterCraft, Crest, Balise, Chaparral, and Robalo. For more information about MasterCraft Boat Holdings, and its five brands, visit: Investors.MCBH.com, www.MasterCraft.com, www.CrestPontoonBoats.com, www.BalisePontoonBoats.com, www.ChaparralBoats.com, and www.Robalo.com.

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Media Contact:
Mandie Albert
The Brand Amp
MasterCraftPR@TheBrandAmp.com

Investor Contact:
MasterCraft Boat Holdings, Inc.
Alec Harmon
Senior Director of Strategy and Investor Relations
Email: investorrelations@MCBH.com

Source: MasterCraft Boat Holdings, Inc.